

Application No. 10/754,872
Response dated January 11, 2006
Reply to Office Action of October 12, 2005

Docket No.: 08226/1202091-US1

LISTING OF THE CLAIMS

1-37 (Canceled)

38. (Previously Presented) A method for adding content to a personal advertisement over a network, comprising:

providing an interface that enables access to the personal advertisement, wherein at least a portion of content for the personal advertisement is associated with a particular user;

employing the interface to submit additional content for association with the personal advertisement to a service provider for approval, wherein the additional content includes at least one of video or audio; and

enabling at least one other user to access at least the additional content approved for association with the personal advertisement.

39. (Previously Presented) The method of Claim 38, further comprising enabling editing of the additional content for the personal advertisement.

40. (Previously Presented) The method of Claim 38, further comprising enabling submission of at least a portion of the audio for the additional content over a telephone communication link.

41. (Previously Presented) The method of Claim 38, further comprising providing audio guidance for the submission of the audio for the additional content over a telephone communication link.

42. (Previously Presented) The method of Claim 38, further comprising
employing a provided telephone number to initiate a telephone
communication link with the particular user; and

{S:\08226\1202091-us1\80048526.DOC ##### } 2

Application No. 10/754,872
Response dated January 11, 2006
Reply to Office Action of October 12, 2005

Docket No.: 08226/1202091-US1

providing audio guidance to the particular user for submitting at least a portion of the audio for the additional content.

43. (Previously Presented) The method of Claim 38, wherein the audio content includes at least one of voice, music, or sound.

44. (Previously Presented) The method of Claim 38, further comprising providing information to the particular user associated with the personal advertisement, wherein the information is directed to at least one of creating, editing, and playing the additional content.

45. (Previously Presented) The method of Claim 38, further comprising displaying information for playing the additional content to the at least one other user.

46. (Previously Presented) The method of Claim 38, further comprising embedding a player for the additional content in the personal advertisement, wherein the player is displayed to enable the playing back of the additional content.

47. (Previously Presented) The method of Claim 38, further comprising employing the interface to record the additional content, wherein the interface provides at least one control for recording the additional content and at least one control for submitting the additional content for approval.

48. (Previously Presented) The method of Claim 38, wherein at least a portion of the additional content is recorded separate from the interface that provides access to the personal advertisement.

49. (Previously Presented) The method of Claim 38, wherein at least a portion of the additional content includes selectable content that is prerecorded.

{S:\08226\1202091-us1\80048526.DOC (20060111) (USPTO) (10/754,872) (10/754,872) (10/754,872) } 3

Application No. 10/754,872
Response dated January 11, 2006
Reply to Office Action of October 12, 2005

Docket No.: 08226/1202091-US1

50. (Previously Presented) The method of Claim 38, further comprising providing a notification to the particular user that the submission of additional content is approved for access by the at least one other user.

51, (Previously Presented) The method of Claim 38, wherein at least a portion of the actions of the claimed method are implemented by at least one of a client, server, host, or peer application.

52. (Previously Presented) An apparatus for adding content to a personal advertisement over a network, comprising:

a memory for storing information:

a processor for employing the information to enable actions, including:

providing an interface that enables access to the personal advertisement, wherein at least a portion of content for the personal advertisement is associated with a particular user;

employing the interface to submit additional content for association with the personal advertisement to a service provider for approval, wherein the additional content includes at least one of video or audio; and

enabling at least one other user to access at least the additional content approved for association with the personal advertisement.

53. (Previously Presented) The apparatus of Claim 52, wherein the interface is enabled by a browser application, and wherein the at least one other user employs the browser application to access the additional information approved for association with the personal advertisement.

54. (Previously Presented) The apparatus of Claim 52, wherein the apparatus is a mobile device.

{S:\082226\1202091-us1\80048526.DOC (b)(7)(F), (b)(7)(G), (b)(7)(H), (b)(7)(I), (b)(7)(J), (b)(7)(K), (b)(7)(L), (b)(7)(M), (b)(7)(N), (b)(7)(O), (b)(7)(P), (b)(7)(Q), (b)(7)(R), (b)(7)(S), (b)(7)(T), (b)(7)(U), (b)(7)(V), (b)(7)(W), (b)(7)(X), (b)(7)(Y), (b)(7)(Z) } 4

Application No. 10/754,872
Response dated January 11, 2006
Reply to Office Action of October 12, 2005

Docket No.: 08226/1202091-US1

55. (Previously Presented) The apparatus of Claim 52, further comprising enabling submission of at least a portion of the video for the additional content by a camera coupled to the apparatus.

56. (Previously Presented) The apparatus of Claim 52, further comprising enabling submission of at least a portion of the audio for the additional content by a microphone coupled to the apparatus or over a telephone communication link.

57. (Previously Presented) The apparatus of Claim 52, wherein the interface is provided at a website associated with the service provider.

58. (Previously Presented) A processor readable medium that includes information for adding content to a personal advertisement over a network, comprising:

a module for providing an interface that enables access to the personal advertisement, wherein at least a portion of content for the personal advertisement is associated with a particular user;

a module for employing the interface to submit additional content for association with the personal advertisement to a service provider for approval, wherein the additional content includes at least one of video or audio; and

a module for enabling at least one other user to access at least the additional content approved for association with the personal advertisement.

{S:\08226\1202091-us1\80048526.DOC (00000000000000000000000000000000) } 5